

## ***A Blueprint for Alcohol and Other Drugs***

Alcohol and Other Drug Program area grants strive to remove alcohol and other drug-impaired drivers from the road through highly effective enforcement and public education programs, traffic adjudication, and licensing systems. Applicant agencies need to identify their traffic safety problems, deficiencies, and proposed countermeasures to resolve the identified problem(s).

### ***Purpose***

This Blueprint provides guidelines to develop and implement effective Alcohol and Other Drugs Programs. A comprehensive project or proposal should meet the needs of the local community, and address the Office of Traffic Safety (OTS) statewide goals.

### ***Program Assessment***

Assess the Alcohol and Other Drug Program activities by contrasting the community's current or planned activities with those in this Blueprint. The Blueprint goals and objectives provide measures to evaluate the agency's current level of effectiveness. Some agencies will find their level of activity exceeds those described in the Blueprint, while others will find deficiencies in their programs that can be corrected through implementation of the suggested activities.

### ***Economic and Hospitalization Costs***

Use traffic fatality, injury, and property damage costs "to sell" traffic safety to your city's decision-makers. In 2001, CHP Statewide Integrated Traffic Reporting System (SWITRS) reported the following estimated provisional economic costs: Fatality - \$2,709,000; Injured Severely - \$188,000; Other Visible - \$38,000; Complaint of Pain - \$20,000; and Property Damage Only - \$2,000.

A 1995 NHTSA "Safety Belt and Helmet Analyses" study revealed three out of five unbelted motorists in fatal collisions would have survived had they buckled up. The study reported the average hospitalization cost was \$5,000 more for people who didn't buckle up. Collision victims who wore seat belts had average inpatient hospital costs of \$9,004, compared with \$13,937 for people who failed to buckle up. The study also reported belted collision victims who didn't need hospital care had average medical costs of \$110, compared to \$562 for those who were unbelted.

### ***Proposal Review Process***

OTS reviews proposals against several specific criteria including: potential traffic safety impact; collision statistics; seriousness of the identified problem(s); previous grant performance; and the recent number of grants.

## ***Summary***

The following pages present a recommended problem identification process and a list of recommended goals and objectives. The “two-step” problem identification process helps identify traffic safety problem(s). The goals and objectives provide qualitative and quantitative performance measures for a comprehensive program. The sample goals and objectives listed in the BLUEPRINT were compiled from successful state and national programs.

Complete the problem identification process and consider the appropriate goals and objectives for the proposal or project. Agencies may add goals and objectives not listed in the Blueprint. Also, the OTS Strategic Business Plan contains additional successful strategies and objectives that can help attain the desired traffic safety goals. Contact an OTS Regional Coordinator for any questions or a copy of the Strategic Business Plan.

To reflect the best practices and information for achieving successful Alcohol and Other Drugs Programs, OTS continually updates the BLUEPRINT. Comments are always welcomed on ways to improve this document.

## ***Problem Identification***

***First Step*** - Before writing goals and objectives, compare the city or county collision and applicable safety equipment usage survey data against statewide averages. The following 2001 CHP SWITRS provisional collision statistics are a few examples of collision types that might be used for comparisons.

- Alcohol involved collisions represented 10.7 percent of all fatal and injury collisions.
- Speed was indicated as the Primary Collision Factor (PCF) in 28.3 percent of all fatal and injury collisions.
- Hit-and-run was indicated in 11.2 percent of all fatal and injury collisions.
- Children under the age of 15 accounted for 27.2 percent of pedestrian victims and 23.7 percent of bicycle victims (victims killed and injured).
- Pedestrians represented 18.4 percent of all people killed and 4.8 percent of all people injured in traffic collisions.
- Bicyclists represented 3.0 percent of all people killed and 3.7 percent of all people injured in traffic collisions.
- Statewide seat belt usage rate (91.1 percent) - OTS Statewide Surveys/ June 2002.

- Statewide child safety seat usage rate (85.6 percent) - OTS Statewide Surveys/June 2002.
- Estimated child safety seat misuse rate (87 percent).

OTS Collision Rankings provide another resource for problem identification. OTS produces city and county rankings for all counties and cities with a population greater than 25,000 for the following categories: 1) total fatal and injury collisions, 2) alcohol involved collisions, 3) speed related collisions, 4) nighttime 9 p.m. - 3 a.m. collisions, 5) hit-and-run collisions, 6) Had Been Drinking (HBD) Drivers <21, 7) HBD Drivers 21-34, 8) pedestrian victims, 9) pedestrian victims age 65 and older, 10) pedestrian victims <15, 11) bicyclist victims, 12) bicyclist victims <15, and 13) DUI arrests (cities only).

**Second Step** - This critical part of the problem identification process involves reviewing actual collision and DUI reports to determine: who, what, where, when, and how. Is the perceived traffic problem enforcement or engineering related? What factors contributed to the identified problem(s)? Once you have completed the problem identification process, you are ready to develop goals and objectives to address the identified problems.

### **Performance Measures**

Based on an analysis of statewide data, OTS set the following Alcohol and Other Drugs statewide goals:

- To decrease the number of persons killed in alcohol-involved collisions 4.1 percent from the calendar year 1996 total of 1,254 to 1,203 by December 31, 2002.
- To decrease the number of persons injured in alcohol-involved collisions 14.5 percent from the calendar year 1996 total of 35,654 to 30,475 by December 31, 2002.
- To reduce the percentage of drivers in fatal crashes with a BAC of .08 or above, by 1.7 percentage points from the calendar year 1996 rate of 15.1 percent to 13.4 percent, by December 31, 2002.
- To reduce Had Been Drinking (HBD) underage drivers (under 21) in fatal and injury collisions by 6.9 percent from the calendar year 1996 total of 2,255 to 2,100 by December 31, 2002.

### **Goals**

Goals serve as the foundation upon which the project is built. Goals are what the agency hopes to accomplish by implementing a traffic safety grant program.

### ***Enforcement Goals***

1. To reduce total fatal and injury collisions \_\_\_\_% from the calendar 200\_\_ base year total of \_\_#\_\_ to \_\_#\_\_ by insert date.
2. To reduce alcohol involved fatal and injury collisions \_\_\_\_% from the calendar 200\_\_ base year total of \_\_#\_\_ to \_\_#\_\_ by insert date.
3. To reduce hit-and-run fatal and injury collisions \_\_\_\_% from the calendar 200\_\_ base year total of \_\_#\_\_ to \_\_#\_\_ by insert date.
4. To reduce nighttime (2100- 0300 hours) fatal and injury collisions \_\_\_\_% from the calendar 200\_\_ base year total of \_\_#\_\_ to \_\_#\_\_ by insert date.
5. To increase the DUI conviction rate \_\_#\_\_ (percentage points) from the calendar 200\_\_ base year rate of \_\_#\_\_ to \_\_#\_\_ by insert date.
6. To reduce the involvement of habitual DUI offenders in fatal and injury traffic collisions \_\_\_\_% from the calendar 200\_\_ base year total of \_\_#\_\_ to \_\_#\_\_ by insert date.
7. To reduce DUI arrest report writing time \_\_\_\_% from the calendar 200\_\_ base year average of approximately \_\_#\_\_ (hours and minutes) to \_\_#\_\_ (hours and minutes) by insert date, resulting in total personnel costs savings of \_\_\$\_\_.
8. To reduce the time spent between a DUI arrest and transporting the DUI offender to a specified location for blood/urine tests \_\_\_\_% from \_\_#\_\_ (hours and minutes) to \_\_#\_\_ (hours and minutes) by insert date, resulting in total personnel costs savings of \_\_\$\_\_.

### ***Prevention/Intervention Goals***

9. To establish and implement an Employers' DUI Awareness Program by insert date.  
  
**Note:** The Network of Employers' for Traffic Safety (NETS) workplace training program could be used.
10. To establish and implement a Responsible Beverage Service Program by insert date.
11. To establish and implement a Designated Driver Program by insert date.

### ***Youth Program Goals***

12. To establish and implement a program for the junior high/middle school population by insert date, that promotes education on alcohol/drug/traffic safety issues through positive peer pressure, alternative activities, and pro-active community involvement.
13. To establish and implement a Juvenile DUI Visitation Program to reduce recidivism rates by # (percentage points) from the calendar 200\_ base year rate of # to # by insert date.
14. To establish and implement a diversion program by insert date for first time DUI offenders (ages 15-20). Offenders would be given the option of attending a 3-4 hour class on DUI, speeding, and risk-taking behaviors.
15. To reduce Had Been Drinking (HBD) drivers (under 21 years of age) in fatal and injury collisions by % from the calendar 200\_ base year total of # to # by insert date.
16. To reduce the percentage of alcohol at-fault drivers, under the age of # by % from the calendar 200\_ base year total of # to # by insert date.
17. To reduce the number of alcohol/drug involved teenage driver fatal and injury collisions by % from the calendar 200\_ base year total of # to # by insert date.
18. To establish and implement a "DUI Victim Impact Panel" program for DUI offenders by insert date.

### ***Judicial Goals***

19. To increase DUI prosecution effectiveness by implementing a prosecutor's DUI training program by insert date.
20. To increase the effectiveness of DUI expert testimony by implementing a courtroom presentation training program by insert date.

### ***Special Population Goals***

All other blueprint goals may also apply to a specific ethnic or special population group. Below is an example of how to write such a goal:

21. To reduce alcohol involved fatal and injury collisions among target group drivers by % from the calendar 200\_ base year total of # to # by insert date.

## **Objectives**

Objectives are tasks or activities undertaken during the project period to move the project closer to achieving its overall goal(s). Objectives are used to measure success.

### **Public Information and Education**

1. To issue a press release announcing the kick-off of the project by \_\_\_\_\_, 200\_. The press release will be forwarded to OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and the OTS Regional Coordinator for approval prior to the release. Printed newspaper copies of the press release will be faxed or e-mailed to OTS.
2. To use the following standard language in all press and media materials:  
***“Funding for this program was provided by a grant from the California Office of Traffic.”***
3. To e-mail to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator at least one month in advance, a short description of any new traffic safety event or program.
4. To submit print clip articles **by 9 a.m.** to the OTS Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator, or via fax at (916) 262-2960. Include publication name and date the article was published on all clips.
5. To e-mail all press releases or media advisories, alerts, and material to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator for approval prior to their release.
6. To conduct a press conference or media event by insert date to kick-off or publicize the grant. OTS will be notified at least two week in advance of the grant kick-off event.
7. To use the Business, Transportation and Housing Agency, California Energy, and Office of Traffic Safety logos in all press and media materials when feasible and practical.
8. To work closely with community based organizations to promote traffic safety programs at both the neighborhood and community level by insert date.
9. To present an award to people “saved by a child safety seat, seat belt, or bicycle helmet,” and notify OTS of all cases that involved an OTS funded bicycle helmet or child safety seat.

10. To meet with local media to encourage them to highly publicize any programs that are done including specific enforcement efforts targeting impaired driving, and to report the results of these efforts.
11. To develop a program or contest to encourage teachers to assign students to write letters to the editor, letters to parents, or essays on DUI issues by insert date.
12. To meet with newspaper “editorial boards” to promote DUI articles by insert date.
13. To meet with traffic reporters and local business people to encourage the use of “DUI education and awareness” tag lines.
14. To conduct a highly publicized cellular 911 “report a drunk driver” public information and awareness campaign, targeting both English and Spanish speaking cellular and non-cellular phone users by insert date.

**Note:** The campaign may include billboards, bus bench cards, bumper stickers etc.

15. To convince the media to report seat belt usage as a part of every collision.
16. To use special DUI enforcement magnetic signs on police vehicles.
17. To conduct at least # educational presentations impacting # students by insert date, and an additional # presentations impacting # students by insert date.

**Note:** When trying to establish the number of educational presentations to conduct each quarter, assess the pre-grant activity in your local schools. Some successful occupant restraint programs are the Buckle Bear Program, Vince and Larry, and Thumbs Up.

18. To conduct at least # traffic safety presentations impacting # people in civic and community groups by insert date, and an additional # presentations impacting # people by insert date.
19. To issue at least # media releases by insert date, and an additional # media releases by insert date.

**Note:** The effectiveness of a public information campaign can be increased by capitalizing on traffic safety oriented special events, such as Operation C.A.R.E., Child Passenger Safety Awareness, Buckle Up, America!, Lights on For Life, Safe and Sober and Drunk and Drugged Driving Awareness Campaigns. Also, cooperative efforts with traffic safety activist groups and the health and medical community should be used to gain support.

20. To develop localized promotional materials to be used as incentive items encouraging participation in radio contests, talk shows, educational presentations and contests.

**Note:** Some of the incentive and education items could include badges, stickers, T-shirts, ball caps, poster and essay contests, press kits and pamphlets.

21. To initiate a “grocery bag essay” contest at # elementary schools by insert date.

**Note:** The first phase of the essay contest involves asking students to write, in 25 words or less, a traffic safety essay on grocery bags from a local grocery store. Essay winners receive prizes and the remaining non-winner grocery bags are returned to the store to package groceries.

22. To hold # “DUI Victim Impact Panel” sessions for DUI offenders by insert date.
23. To promote messages that describe the costs related to receiving a speeding ticket, child safety seat violation, DUI arrest, or having a vehicle impounded.
24. To encourage law enforcement agencies to use changeable message signs to promote traffic safety messages and operations.
25. To promote PI&E campaigns that inform the public of the risks of impaired driving and emphasize the risk of arrest and consequences.
26. To promote driving sober messages that focus on death, separation from family and loved ones, and the grief suffered by those left behind.
27. To establish an alcohol traffic safety advisory group, comprised of the public and private sectors, to meet at least # times by insert date, and an additional # times by insert date.
28. To conduct a language assessment of the Project’s services area to determine needs for materials in languages other than English by insert date.
29. To meet with local District Attorneys and/or Judges/Traffic Commissioners to alert them to the program and gain their support.
30. To develop “How To” Guides for new programs.

### ***Enforcement Objectives***

31. To conduct a minimum of # DUI checkpoints by insert date and an additional # DUI checkpoints by insert date.



**Note:** The following data will be reported quarterly on the OTS “Quarterly Evaluation Data Form, Schedule C.”

- Number of Checkpoints
- Vehicles Passing Through the Checkpoints
- Vehicles Screened
- Field Sobriety Tests

32. To increase DUI arrests by   % from   the calendar 200   base year total of   #   to   #   by insert date, and an additional   %   to   #   by insert date.

**Note:** The Institute of Transportation Studies at the University of California, Berkeley, reports that the national benchmark for DUI arrests is 2.0 percent of the licensed population. An estimate of the licensed population is 60 percent of the total population. According to the Department of Motor Vehicles, California’s 1998 DUI arrest rate was approximately 1.0 percent of the licensed population. NHTSA estimates 20 percent or less of all DUI arrests should come from collision situations. More than 20 percent may indicate a department is “reactive” to DUI enforcement rather than “proactive.” The above information helps to determine a Department’s desired DUI arrest rate. For cities with a population greater than 25,000, view OTS Collision Rankings at [www.ots.ca.gov](http://www.ots.ca.gov) for DUI arrest rankings.

33. To establish a warrant service program by insert date, targeting habitual DUI offenders cited for driving on a suspended or revoked license, and who failed to appear in court.
34. To establish a computer program by insert date, that tracks DUI involved collisions by day, time, location, etc., and also tracks and stores data on seat belt usage that correlates usage to injuries.
35. To develop a local hotline by insert date to report DUI offenders that continue to drive with a suspended or revoked license and to distribute the offender “hot sheet” to traffic and patrol officers.
36. To implement a stakeout program by insert date, that employs police officers to watch the residences of multiple DUI offenders who continue to drive with a suspended or revoked license, and make an arrest if the offender is observed driving.
37. To conduct   #   DUI patrols by insert date, and an additional   #   patrols by insert date.
38. To conduct   #   roll call training sessions on DUI issues by insert date, and an additional   #   sessions by insert date.
39. To conduct   #   DUI training sessions for enforcement personnel by insert date, and an additional   #   sessions by insert date.

40. To create vertical prosecution with the District Attorney's Office by insert date, to facilitate the prosecution of unlicensed drivers and drivers with a suspended or revoked license.
41. To measure the grant's impact on crime by tracking non-traffic-related arrests that initiate from DUI checkpoints and/or other grant supported activities or operations. Some of the crime statistics to be collected include narcotic arrests, confiscated weapons, stolen vehicles recovered, criminal misdemeanor arrests, criminal felony arrests, and felony warrant arrests.
42. To develop an Operational Plan to establish the method of operation and the policies applicable to carry out the grant program by insert date.

### ***Prevention/Intervention Objectives***

43. To establish a Responsible Beverage Service (RBS) Council to meet at least # times by insert date, and an additional # times by insert date.
44. To provide # RBS training sessions impacting # establishments (off-sale/on-sale) by insert date, and an additional # sessions impacting # establishments by insert date.
45. To conduct # decoy operations impacting # establishments (off-sale/on-sale) by insert date, and an additional # decoy operations impacting # establishments by insert date.
46. To provide educational substance abuse prevention programs at # work sites impacting # employees by insert date, and at an additional # work sites impacting # employees by insert date.
47. To conduct # Designated Driver training sessions impacting # establishments (off-sale/on-sale) by insert date, and an additional # sessions impacting # establishments by insert date.

### ***Youth Program Objectives***

48. To conduct "Real DUI Trials" in        high schools by insert date.

**Description:** The real trial provides a clear lesson in justice and about the serious consequences associated with drinking and driving. Convening an actual DUI trial on a high school campus allows students to witness a criminal court proceeding and participate in an innovative participatory program. There is no make believe, as real DUI defendants have agreed beforehand to enter pleas

and possibly be found guilty and sentenced before students, teachers, and the media. The court is physically relocated from the courthouse to the school auditorium or theatre.

49. To conduct \_\_\_\_ “Reality Check” student press conferences involving high school journalism students by insert date.

**Description:** The “Reality Check” program is designed to show the potential consequences of drinking and driving and of not wearing a seat belt. “Reality Check” student press conferences include a presentation of a Simulated Live Action Melodrama (mock crash) along with presentations from the Courts, MADD, and the Coroner’s Office. High school journalism students are invited to attend and write articles for their newspapers. The students have an opportunity to witness first hand how fatal crashes are handled by police and fire departments. The Coroner’s Office, local mortuary personnel and an emergency medical air evacuation team, and MADD also participate in the simulated fatal crash. In addition, to the simulated fatal crash, students navigate golf carts through traffic cone mazes while wearing special glasses that simulate DUI. Each student is supplied with a “Student Press Packet” that includes relevant DUI and seat belt use statistics and information. Local radio and print media are also invited to attend the event.

50. To organize and facilitate a student journalism contest among high school students in conjunction with the “Reality Check” student press conference. Prizes will be awarded to the winners.

51. To conduct # “Every 15 Minutes” high school assembly programs by insert date.

**Description:** The Every 15 Minutes program is a two-day program that focuses on high school juniors and seniors challenging them to think about the consequences of drinking, personal safety and the responsibility of making mature decisions when lives are involved. “Every 15 Minutes” is derived from the unfortunate fact during the early 1980s that every 15 minutes someone in the United States was killed in an alcohol-related traffic collision.

At a typical high school, the programs commence with the student body-assembling outdoors to witness a dramatization of the aftermath of a fatal alcohol-involved collision involving two automobiles. The drama crescendos as emergency personnel respond to the crash scene with sirens blaring, then going to work on freeing the victims quickly. The dramatization involves emergency personnel including police, fire, paramedics, helicopter rescue, and coroner’s office. Once students return to class, throughout the remainder of the day, selected students are removed from class by the “grim reaper” while a police officer reads the student’s obituary. The student then becomes one of the “living dead.” To intensify the anti-DUI message, the “living dead” students continue with their class schedule, but are not allowed to interact with other students.

This presence with silence provides convincing overtones as to the loss felt by everyone due to a fatal alcohol-involved collision. Meanwhile, police officers visit the student's parents for portraying death notification. The officers give the parents notification that their child was involved in a fatal alcohol-involved automobile collision. They present the parents a mock death certificate. At the end of the school day, the "living dead" students go to a local resort to stay overnight in order to effectively simulate the physical and emotional impact that the student is "gone." The program culminates the following day with an assembly featuring the "living dead" students and their parents, a mock DUI trial, and testimonies from relatives of real DUI victims.

52. To conduct a "Live Theatre" traffic safety production for parents and students by insert date.

**Description:** A Live Theatre traffic safety production is a play using high school students to dramatize the legal, social, and emotional consequences related to alcohol use. This program may weave together separate stories, each centered around alcohol abuse or use. Throughout the play, characters appear to describe the action or to give statistical information. The play culminates with a hard hitting message; "When you drink and drive, You Lose." Students attending the "play" are encouraged to write essays. Prizes may be awarded to the essay winners.

53. To establish a Youthful Visitation Program by \_\_\_\_\_, 200\_.

**Description:** Alternative sentencing programs increase awareness among young people of the consequences of drinking alcohol and using other drugs, and the effects it has on their driving abilities. Youthful Visitation Programs include youth visitation tours to hospital Emergency Rooms, courtrooms, jails, and morgue. The youth involved are both juvenile offenders of DUI laws, and perhaps youth who are learning through field trips the potential consequences of driving under the influence of alcohol and other drugs. Referrals may come from juvenile court, juvenile traffic court, and municipal court.

54. To conduct a minimum of # Diversion Program classes impacting # youths by insert date, and an addition # classes impacting # youths by insert date.
55. To develop strategies, materials and models by insert date, to reduce teen access to and use of alcoholic beverages.
56. To provide Club Live Programs (chapters, assemblies, community events and classroom activities) to # schools impacting # students by insert date, and to an additional # schools impacting # students by insert date.
57. To provide a Friday Night Live program with # school assemblies (with prevention activities before, during, and after school hours) impacting #

students by insert date, and an additional # assemblies impacting # students by insert date.

58. To conduct # alcohol/drug educational presentations impacting # students by insert date, and an additional # presentations impacting # students by insert date.

**Note:** When trying to establish the number of educational presentations to conduct each quarter, assess the pre-grant activity in the local schools. Only list in the educational objective the additional presentations that the grant will conduct and the number of students (specify elementary, middle school, high school, college) impacted.

59. To conduct # alternative activities impacting # students by insert date, and an additional # activities impacting # students by insert date.
60. To conduct # DUI/drug poster contests impacting # students by insert date, and an additional # contests impacting # students by insert date.
61. To develop and produce # 30-minute television programs to be aired on local cable TV (as well as be available to schools for viewing upon request) by insert date.
62. To tape a Teen Talk Show at # high schools reaching a minimum of # students by insert date.
63. To print # high school newsletter articles (addressing teen driving issues) impacting # students by insert date, and an additional # articles impacting # students by insert date.
64. To develop and distribute # PSA's (concerning teens, drugs, alcohol and driving) to local radio and TV stations by insert date.
65. To develop and implement a system by insert date, for gathering data from the juvenile court system to track first time offenders.
66. To meet with local hotels, restaurants, limo companies, etc., to develop countermeasures to prevent underage drinking.
67. To include youth in underage drinking education to adults.

### ***Judicial Objectives***

68. To provide comprehensive training in prosecuting DUI/alcohol cases to at least # DUI prosecutors by insert date, and to an additional # prosecutors by insert date.

69. To provide comprehensive training in prosecuting DUI/Drug cases to at least # DUI prosecutors by insert date, and to an additional # DUI prosecutors by insert date.
70. To publish and distribute to judicial personnel # newsletters related to DUI enforcement and prosecution by insert date, and an additional # newsletters by insert date.
71. To hold a conference for judicial personnel on DUI issues by insert date.
72. To conduct # trial advocacy seminars/workshops on DUI issues by insert date, and an additional # seminars/workshops by insert date.
73. To conduct # courtroom testimony classes for # DUI expert witnesses by insert date, and an additional # classes for # witnesses by insert date.
74. To monitor the judicial disposition of citations for driving with a suspended or revoked license, and to meet with judges to support strict enforcement.

### ***Special Population Objectives***

Blueprint objectives may also apply to a specific ethnic or special population group. A few examples of how to write these are listed below:

75. To develop culturally appropriate bilingual DUI educational materials by insert date.
76. To conduct # culturally sensitive educational DUI public information campaigns impacting # people by insert date, and an additional # campaigns impacting # people by insert date.
77. To conduct # bilingual educational presentations regarding DUI issues impacting # people by insert date, and an additional # presentations impacting # people by insert date.
78. To issue # bilingual press releases regarding DUI issues by insert date, and an additional # releases by insert date.
79. To issue # bilingual radio/TV public service announcements (PSA) by insert date, and an additional # PSA's by insert date.

### ***Records Automation for Law Enforcement Agencies***

80. To establish a Geographical Information System (GIS) by insert date, to track collision data, collision locations, and traffic citations.

81. To begin inputting all traffic citation information into the GIS database within # days of the citation issuance date, by insert date.
82. To begin tracking license plate numbers with the GIS database to help identify suspects in criminal and/or traffic related incidents by insert date: and to inform OTS of any significant resulting arrests.
83. To automate the DUI reporting process by insert date.

**Note:** Nothing in this “Blueprint” shall be interpreted as a requirement, formal or informal, that a police officer issue a specified or predetermined number of citations in pursuance of the goals and objectives hereunder.

## **Resources**

### ***NHTSA Publications (Free)***

- Law Enforcement Pedestrian Safety
- Planning Community Pedestrian Safety Programs
- Traffic Safety Materials Catalog
- Law Enforcement Public Information
- Saturation Patrols Targeting Impaired Driving
- Selective Traffic Enforcement Program (STEP) Manual

To receive the above NHTSA publications and other NHTSA materials please write, phone, fax, or e-mail your request to:

NHTSA  
Traffic Safety Programs  
Washington, DC 20590  
Phone (202) 366-0910  
Fax (202) 366-7149  
<http://www.nhtsa.dot.gov/>

- SWITRS                      CHP                      (916) 375-2850
- DMV (researcher)      Dave DeYoung                      (916) 657-7954

- DUI Trailers              Mighty Movers              (909) 736-0225 **or** 800-920-2233  
   Universal Trailers              (909) 784-5176
  
- Speed Trailers              Mighty Movers              (909) 736-0225 **or** 800-920-2233  
   Kustom Signals              (316) 431-2700  
   Display Solutions              (562) 923-9600